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BRANDON SYSTEMS INSTITUTE

30 East 42nd Street, New York, New York 10017 YUkon 6-1518

Dear Sir:

Whatever your interest in data processing, you must be interested -- for professional and personal reasons -- in increasing your worth to your company.

The enclosed brochure references an opportunity for you to pick up pointers from experts on solving the exact data processing problems confronting your company and, perhaps, you. The reference is to a conference, called simply, "Data Processing 1969." As the name implies, the conference will be held next year (on January 7th) and it will present discussions of current problems affecting data processing management.

This is no ivory tower approach. Brandon Systems Institute, which sponsors the conference, has earned its reputation as one of the nation's finest data processing training organizations because it stresses both quality and practicality. We have invited six experts to speak and to answer your questions on such vital subjects as management planning, training, EDP resource management, cost effectiveness, people-to-people communications, and social consciousness.

The conference is conducted on one fact-filled day. The speakers are frank and perceptive in their comments. They draw from hard, personal experience to give you invaluable advice, the kind of

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advice you can present to your management to help improve your organization and your own position. Why not? If you care enough to search out this kind of information, you deserve to get ahead faster.

The brochure contains biographical information on all of our speakers -- they were carefully selected and are highly qualified to speak on their given topics. The subject matter also is summarized to give you a feeling for what we're trying to accomplish. We've done this before and we've also discovered in our own consulting work that these are the areas that trouble you most. We're doing what we can to help you to help yourself.

The conference will be at the Waldorf Astoria Hotel in New York City. It will run from 9 A.M. until about 7 P.M., and, of course, it will include lunch and an informal cocktail reception at which you will have the additional chance to talk with the speakers and to resolve any open points. We were told last year that "Data Processing 1968" was one of the best management conferences ever held on the subject. That was last year. "Data Processing 1969" will be the best. Read the brochure -- we're sure you'll agree.

Sincerely,

A handwritten signature in dark ink, appearing to read "Dick H. Brandon", with a stylized flourish at the end.

Dick H. Brandon



To register for "Data Processing 1969" just return the enclosed card, write or call our New York City, Arlington, Virginia or Chicago offices which are listed below. The registration fee is \$125 per person and includes luncheon, cocktails, and a copy of the conference proceedings to be published afterwards.

The conference will be held at the Waldorf Astoria Hotel, 301 Park Avenue, New York City, on Tuesday, January 7. Rooms are available at the Waldorf for out-of-town registrants at \$20 to \$40 per day. Room reservations should be directed to the Waldorf at the above address or, by phone, to 212-EL 5-3000.

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ND ANNUAL MANAGEMENT CONFERENCE

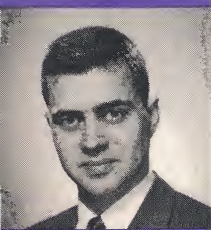




**ROBERT W. LEAR** is president of Indian Head, Inc. Under Mr. Lear's guidance, Indian Head has evolved an aggressive and enlightened approach toward solving management problems in data processing planning. He is a contributing author to such publications as the Harvard Business Review, National Industrial Conference Board Reports and Management Review.



**GEORGE F. WEINWURM** is a technical advisor to management and a member of the Corporate Planning Staff of System Development Corporation. He recently served as chairman of a panel session on the "Economics of Computer Programming" at the ACM National Convention, and has been directly engaged in applying management science concepts and methods to the problems of planning, measuring and controlling financial and technical performance.



**DR. EMANUEL S. SAVAS** directs a management science unit believed to be the first of its kind in the nation on a local government level. As Deputy City Administrator in the Office of the Mayor of the City of New York, Dr. Savas directs activities that encompass systems analysis, operations research and computer systems planning. Before he joined the Mayor's staff, Dr. Savas was manager of Urban Systems and a Control Systems Consultant for IBM Corporation.



**WILLIAM F. BUCKLEY, JR.** is renowned as a provocative author, editor and public speaker. As editor of the National Review, moderator of his own regular television program, and as a nationally syndicated columnist, he is generally regarded as one of the most literate and challenging social critics of our time. He is the author of such books as, "God and Man at Yale," "McCarthy and His Enemies," "Up From Liberalism," "The Unmaking of a Mayor," and "The Jeweler's Eye."



**DR. ROBERT A. WORSING** has held key management positions with both a major computer manufacturer and a large user organization. He is Vice President in charge of Software and Engineering at Control Data Corporation, and was formerly Director of Computing and Operations Research for the Boeing Company. He also has taught at Iowa State University and at the University of Nebraska.



**JOSEPH W. LOWELL, JR.** has headed the ADP Management Training Center of the U.S. Civil Service Commission since its inception in July 1965. Under his direction, the Center provides training to executives and other key personnel to help them achieve greater effectiveness in ADP management.

**MANAGEMENT PLANNING**—Where and how does data processing planning fit into overall corporate planning? What can be done to improve management planning for data processing in order to overcome current inadequacies? Mr. Lear discusses Indian Head's progressive, experimental approach to data processing planning.

**EDP RESOURCE MANAGEMENT**—Planning for and controlling data processing resources is an enigma that has plagued data processing managers since the beginnings of automation. Mr. Weinwurm discusses how we can realistically make better use of the vital EDP resources—machines and personnel.

**COST EFFECTIVENESS**—How do you budget a data processing operation? Do you wait for a recession and then work like the devil trying to figure out how to cut back on costs—or do you and your management develop a cost consciousness now? Dr. Savas discusses problems in measuring costs and effectiveness of EDP systems and services, and approaches to solutions.

**SOCIAL CONSCIOUSNESS**—We all must keep a constant perspective on the role of data processing in our increasingly complex society. While we must be concerned with harnessing the computer to efficiently perform corporate tasks, we must also be concerned about it as a social and political force with strong potential for good or evil. In the luncheon address, Mr. Buckley provides some stimulating commentary on the long range social and human impact of computers.

**PEOPLE-TO-PEOPLE COMMUNICATIONS**—There is a mystique that separates data processing and corporate management. Somehow they have become two separate managements, at jealous ends, and the results are inefficiency on both sides and significant losses in time and money to the company. Dr. Worsing offers some practical advice on how to create peace, harmony, and bigger profits.

**TRAINING**—Why have so many of us missed the boat on professional training? We've failed to develop adequately trained staffs. Few of our managements really understand the capabilities and limits of data processing. Mr. Lowell discusses the general ineffectiveness of data processing training and presents his opinions on what can be done about it.

**PANEL DISCUSSION**—The speakers, as a group, will address themselves to the topic, "Planning for the 70's," during a panel discussion following the last talk. The panel, as its title implies, will be directed to the types of planning and problem-solving that must be done now and in the immediate future to avoid the mistakes of the past and present.



## **DATA PROCESSING '69**

A one-day presentation of frank discussions of problems confronting managers in charge of data processing activities.

**JANUARY 7, 1969**  
**NEW YORK, NEW YORK**



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# DATA PROCESSING '69 CONFERENCE TOPICS

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Management Planning

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Training

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EDP Resources

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Cost Effectiveness

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Social Consciousness

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Communications

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Fee, including conference, luncheon, reception and proceedings, is \$125.



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NEW YORK, NEW YORK • JANUARY 7, 1969

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